

Uncle Sam's Farmer Films

THE farmers of this country will be delighted to learn that the United States Department of Agriculture has branched out into the motion picture business.

The progressive men who manage the affairs of the Department of Agriculture have taken this advanced and businesslike step because they realize that agricultural development and important discoveries can be placed before the men and women of the country, who are engaged in producing food crops and live stock, far more advantageously with motion pictures than can be done through the old-time process of long-winded speeches or stilted and scientific-worded bulletins, which are difficult to read and frequently still more difficult to understand.

Despite the fact that this phase of governmental work is still very much in its infancy, almost a million farmers have already availed themselves of the opportunity of witnessing Uncle Sam's Farmer Films. Wherever these pictures have been exhibited the audiences have not only manifested strong approval, but have expressed the hope that their representatives in Congress will be increasingly generous in making appropriations for the future continuance of this sort of better farming education.

A total of 125 agricultural subjects have thus far been filmed by the department. They are divided into 460 reels, aggregating 460,000 feet of film.

Here are some of the many ways in which pictures are being used:

A county agent projects the film, "Construction of a Wooden Hoop Silo," before a farm bureau meeting, and he shows in 15 minutes what would require a full day to demonstrate.

A home demonstration agent projects "The Home Demonstration Agent," and rouses a rural community to the benefit that will come from organized woman's work.

A Bureau of Animal Industry inspector overcomes opposition to cattle-tick eradication by showing "The Charge of the Tick Brigade," supplementing that film with "Making the South Tick Free"; and enlists effective co-operation in hog cholera eradication by use of the film, "Control of Hog Cholera."

Forest Service men use several films as to the proper methods in safeguarding the woodlands from fire, and in showing visually the evils of bad lumbering and the benefits of good lumbering.

Agricultural colleges and high schools exhibit "Grazing Industry on the National Forests" or "Selecting a Laying Hen," giving their students ideas that could not otherwise be obtained except at the expenditure of much time and money.

Chambers of commerce and other local commercial organizations are shown "Cotton's Worst Enemy—the Pink Bollworm," and thus are caused to enlist in the campaign against this dangerous insect.

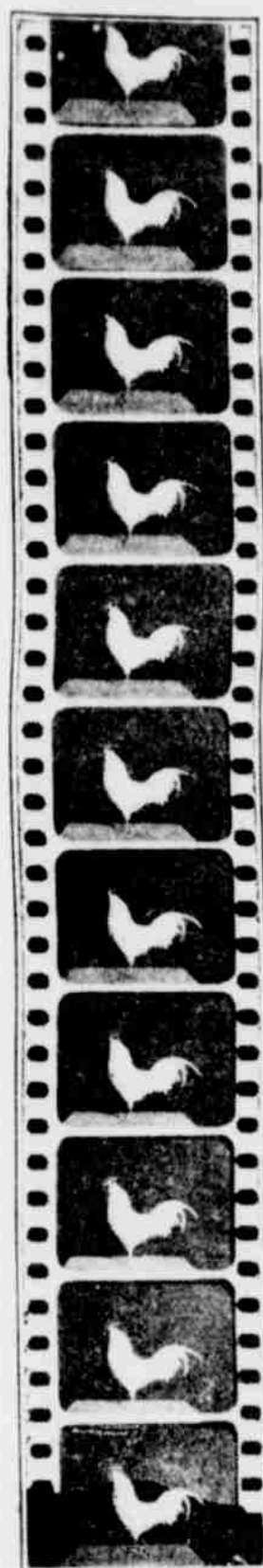
Churches project "Embryology of the Egg" and give their children and older people as well a new idea of how life begins.

Dairy organizations obtain the use of "Why Eat Cottage Cheese," and through it establish new consumers of a skim-milk product that formerly was wasted.

"Home Gardening" is used in community campaigns to make back yards and waste places produce food.

These are only a few instances of what may be done—and has been done—with motion pictures, the comparatively new adjunct in agricultural extension and field work. The instances may be multiplied to a number and variety governed only by local needs and conditions and by the enterprise of the field workers in taking advantage of the films that have been made primarily for their use.

According to Fred W. Perkins, the director of the motion picture branch of the Department of Agriculture, the films are intended primarily for the use of extension and field workers of the department and of officially co-operating institutions. The number of copies of these films which the department is able to supply is at present inadequate to meet demands from other sources. However, others desiring to borrow films may make application through their county agent or other department field worker, the director of extension of their state agricultural college, or other officially co-operating agency, and the films can be furnished if not in



Department of Agriculture film showing a thoroughbred rooster.

use. Films are furnished free of charge except for transportation, which the borrower is required to pay.

Application for films should be made as far in advance as possible and should indicate, if practicable, several choices of subjects and periods of time, in the order of their preference. Periods of loans should be made as short as practicable. Schedules of proposed showings should accompany applications. Because of the large demand for the department's motion pictures, it is imperative that films be kept in constant circulation.

The department has found that the showing of films on circuits makes it possible to get the maximum service from the pictures. It therefore favors the organization of circuits over which its films may be distributed. In such circuits county agents, home demonstration agents, club leaders, bureau field men, or any other class of department or state extension workers may be organized and films may be routed from one to the other. It is essential in such cases for some responsible person to act as the agent for the entire circuit. Arrangements should be made with the department by this person.

The circuit plan is subject to many variations and much development. The department is glad to co-operate with any state agricultural college or other state or Federal institution in arranging such circuits, and in preparing programs of films that may be routed in this manner.

In the preparation of pictures, Director Perkins has chosen a wide and interesting variety of subjects that prove as fascinating—and decidedly more educational—than many of the much advertised city films.

Take sheep for instance. Where is the man or woman who is not deeply concerned about lamb or mutton chops and wool for the making of their clothing? By witnessing the Department of Agriculture films covering the sheep industry it is possible to make an imaginary visit to the vast and beautiful national forests and see thousands of ewes and lambs contentedly grazing upon the sloping hillsides. The end of the season task of separating the husky young lambs from their mothers, taking them to feeding yards and fattening and shipping them to market, is a section of the picture which invariably arouses deep interest. Another reel portrays the proper methods for selecting a purebred ram and ewes in the autumn for the starting of a flock. It also shows full details incidental to winter management, shepherd's spring duties, docking, shearing, and how lambs are graded by co-operative lamb marketing clubs.

Manufacturing wool into cloth is shown thus:

Reel 1. Wool sorted and weighed at warehouse. Buyers purchasing wool from sample clips.

Reel 2. Lowell Textile School. Wool sorted by hand and cleaned and washed by machinery. Wool carded and wound by machines.

Reel 3. Wool twisted into yarn of various grades, then woven into cloth. The 15 processes of shrinking, singeing, and so on through which the cloth is passed after weaving.

In addition to the above films, there are others which show how wool is handled, graded, and sold through community and county wool growers' associations, also how properly to kill, dress and cut mutton and lamb for home use.

The poultry films are of interest to both city and country dwellers. One of them is a picturization of the Department of Agriculture's celebrated poultry farm



FRED W. PERKINS

Director of the motion picture section of the United States Department of Agriculture.

located at Beltsville, Maryland, just outside the District of Columbia. Other reels interestingly display the natural and artificial incubation of eggs and methods of handling; general view of the poultry farm, the brooders and pens in which young chicks are raised, how kept, cleaned, and so on, and chicks in the pens.

Houses and pens used for chicks as they grow older and reach maturity; chicks moved from one house to another, weighed; separation of cockerels and pullets.

The use of a trap-nest, and the numbering and recording of eggs.

How the hen's fertile egg develops into the chick, and the infertile egg does not, a short picturization of the beginning of life.

The swine movies give the causes of hog cholera, the use of hog cholera serum, methods of application and results, and proper sanitation as a remedy and preventive.

How portable colony hog houses help the hog keep himself clean, and self-feeders keep him from "making a hog of himself."

"Uncle Sam's Pig Club Work" constitutes a reel which gives the various details in the forming of pig clubs among the boys of the country.

How the holes are inserted in Swiss cheese is something that has always puzzled all children and most grown-ups. There are films that explain that process and all the other details of making Swiss cheese in America. The secret of making Roquefort cheese in America is likewise fully explained, as is also the intricacy of evolving cottage cheese from skim milk.

Concrete and wooden silos are built from foundation to roof in a few minutes through the screen process.

Among the reels thus far made may be found the following:

The How and Why of Spuds: From producer to consumer. Commercial production of the born-and-raised-in-America potato, second only to wheat as a human food, as practiced with modern methods and machinery in Aroostook County, Maine.

Home Gardening: Proper methods for city and suburban vegetable gardens, and some examples of successful ones.

White Pine, the Wood of Woods: Eastern white pine from log to lumber, illustrating its wide range of usefulness. Lumber yards, stave and box factories, making screen doors, window screens, boxes, barrels, and buckets.

Apples and the County Agent: The true story of a farmer who, unprogressive and unsuccessful at first, is later enabled through the assistance of the agricultural extension service to introduce modern methods in production and marketing of apples, and thereby becomes successful and prosperous. Extension methods and progressive practices as applied to the apple industry are shown in the course of the story.

Fresh Fish—Can It: Fish freshly caught is canned in a stream pressure canner on the banks of the stream, the ideal way—taking the canner to the fish.

Drying Fruits and Vegetables in the Home: Types of driers, methods of drying, packing, conditioning, and labeling tomatoes, carrots, and other root vegetables, corn, berries, and apples, and a luncheon of dried delicacies attended by the wives of the cabinet officers.



Taking motion pictures in the national forests for the United States Department of Agriculture.